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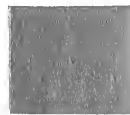
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THE  
CITY  
OF BOSTON  
WAR  
MEMORIAL  
AUDITORIUM

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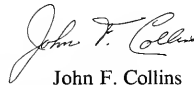


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## GREETINGS FROM THE CITY

The City of Boston, through its Mayor and Auditorium Commission, warmly welcomes conventioners and exhibitors to the large and modern War Memorial Auditorium, the culmination of the dreams of our farsighted planners and architects. It is the visible expression of the enthusiasm and energy which is moving Boston to new heights in national prominence. Incorporating the very latest improvements in equipment and design, the Auditorium maintains Boston's reputation as one of the most attractive convention cities in the country, with facilities to accommodate most of the largest national gatherings. The Auditorium is but one of the many examples of the rapid growth of the New Boston. The visitor will see many other developments in the City, such as the Government Center, the Waterfront Program and the Prudential Center complex, all indicative of the fast pace of Boston's economic advance. The City of Boston plays host to millions of people from all over the country and, indeed, the world who look to the manifold attractions and enjoyments that characterize Boston.



John F. Collins  
Mayor



# THE WAR MEMORIAL AUDITORIUM

## Showplace of the New Boston

One of the country's largest and most modern exhibition and convention centers, the Auditorium has over 150,000 square feet of exhibit space, a 5826-seat auditorium with a stage proscenium measuring 88' wide x 42' deep (stage tower is 85' high), complete stage facilities and dressing rooms, 10 permanent meeting rooms, the largest of which seats up to 800, and several modular meeting rooms with seating capacities ranging from 125 to 375. All 4000 seats on the orchestra floor are removable, leaving a level floor

which can be used as additional space for exhibitions. It is completely air-conditioned and has such varied facilities as hot and cold water, drainage, compressed air, heavy-duty electricity, telephones, gas and steam. Floors have been designed to receive loads of up to 250 lbs. per square foot. There are three freight elevators, the largest of which has a platform measuring 48' x 14' 8", capable of carrying a 37½-ton tractor and trailer. Large trucks may be driven onto the elevator at basement level and unloaded right at



the exhibit area. The Auditorium is designed to handle large numbers of people comfortably. The main entrance at 900 Boylston Street with 20 pairs of glass doors is 150 feet wide. The entrance leads to the vestibule and main foyer where four escalators and stairways lead to the balcony of the Main Assembly Hall and the second floor meeting rooms and exhibition area. Costing \$12.9 million, the War Memorial Auditorium is truly a "show-place of the New Boston."

The Auditorium opened its doors to the public officially

on February 21, 1965. In concept, however, it really began eleven years before. By Chapter 164 of the Acts of 1954, the State Legislature authorized the City of Boston to construct a municipal auditorium. On April 29, 1957, the Boston City Council passed an Ordinance creating an Auditorium Commission and defining its powers and duties, at which time the then-mayor appointed the original five members, as prescribed in the Ordinance. The Auditorium is operated by a manager and staff under the direction of the Commission.



This view shows the proximity of the Auditorium to the airport and Boston harbor.

AERIAL PHOTOS OF N. E.



# BOSTON

## An Ideal Convention City

Conventions and exhibitions enjoy coming to Boston because it is unique among American cities. Not only does Boston offer exceptionally fine facilities in its new War Memorial Auditorium, but there is also a great deal to see and do in and around the City. In no other city in the United States can the visitor see the world of today right alongside the many historic mementos of the past.

The largest city in New England, Boston is reached by all modes of transportation. Its airport, with runways to accommodate the largest jet planes, is only minutes away from the Auditorium. Its many fine hotels, motels and unusual stores and shops make staying in Boston a pleasure. Greater Boston, at the northern end of the Washington — New York — Boston megalopolis and with a population approaching three million, supplies ample audiences for exhibitors.

Boston is a place of great contrasts. It houses Faneuil Hall, America's "Cradle of Liberty," one of the many points of interest on the famed Freedom Trail, but at the same time has a reputation as America's leading medical and scientific research center; and from her medical and scientific laboratories come the ideas that help shape the Space Age. Traditionally, Boston is noted for being the hub of America's culture. The City alone has some 47 colleges, universities and technical schools with around 100,000 undergraduate and graduate students. Conventioneers have the opportunity to visit some of the oldest and most esteemed institutions of higher learning in the world. Boston has some of the nation's finest museums, orchestras, opera and theatre. It is one of the few American cities which offer all major professional sports. Recreational activities are limitless. In short, Boston is a city of many worlds — history, education, the arts, medicine, science and international commerce. There is something for everyone in the remarkable Boston, one of the world's must-see places.



## SOME POINTS OF INTEREST IN BOSTON

(Within the limits of this map)

### EXHIBITION HALLS AND AUDITORIUM AREAS

- 1 - War Memorial Auditorium
- 2 - Boston Arena
- 3 - Boston Garden
- 4 - Brown Hall (New England Conservatory of Music)
- 5 - Fenway Park
- 6 - Hatch Memorial Shell
- 7 - Horticultural Hall
- 8 - John Hancock Hall
- 9 - Jordan Hall
- 10 - New England Life Hall
- 11 - Symphony Hall

### HISTORIC SITES *On the Freedom Trail\**

- 12 - Boston Common
- 13 - Boston Massacre Site

- 14 - Boston Tea Party Site
- 15 - Bunker Hill Monument
- 16 - Central Burying Ground
- 17 - Copp's Hill Burying Ground
- 18 - \*Faneuil Hall
- 19 - \*First Public School Site
- 20 - \*Franklin's Birthplace Site
- 21 - Harrison Gray Otis House
- 22 - Information Booth
- 23 - Liberty Tree Site
- 24 - Moses Hichborn House
- 25 - \*King's Chapel
- 26 - \*Old Corner Bookstore
- 27 - \*Old Granary Burying Ground
- 28 - \*Old North Church
- 29 - \*Old South Meeting House

- 30 - \*Old State House
- 31 - Old West Church
- 32 - \*Park Street Church
- 33 - \*Paul Revere House
- 34 - St. Stephen's Church
- 35 - \*State House
- 36 - U.S. Frigate Constitution, "Old Ironsides"

### MUSEUMS

- 37 - Aquarium
- 38 - Beacon Hill Mansions
- 39 - Children's Art Centre
- 40 - Gardner Museum
- 41 - Gibson House
- 42 - Charles Hayden Planetarium
- 43 - Institute of Contemporary Art



BOSTON NAVAL SHIPYARD



- 44 - Mapparium (Christian Science Publishing House)  
 45 - Museum of Fine Arts  
 46 - Museum of Science  
 47 - State Archives Museum

**PUBLIC BUILDINGS AND PLACES**

- 48 - Athenaeum  
 49 - Boston Public Garden  
 50 - City Hall  
 51 - Custom House  
 52 - Federal Reserve Bank of Boston  
 53 - Government Center  
 54 - Kirstein Business Library  
 55 - Louisburg Square  
 56 - Naval Shipyard  
 57 - Police Headquarters  
 58 - Post Office (Federal Building)  
 59 - Prudential Center  
 60 - Public Library - Copley Square

**LEGITIMATE THEATRES**

- 61 - Boston Children's Theatre  
 62 - Charles Playhouse and Charles Playhouse Musical Theatre for Children  
 63 - Colonial Theatre  
 64 - Shubert Theatre  
 65 - Theatre Company of Boston  
 66 - Wilbur Theatre

**TRANSPORTATION AND SIGHTSEEING CENTERS**

- 67 - Central Bus Station  
 68 - Greyhound Lines Terminal  
 69 - Logan International Airport  
 70 - North Station - B. & M. R.R.  
 71 - Park Street M.B.T.A. Terminal  
 72 - Rowe's Wharf  
 73 - Sightseeing Buses - Copley Square  
 74 - South Station - B. & A., N.H. R.R.

**BOSTON HOTELS AND MOTELS (Showing on map)**

- 75 - Avery  
 76 - Bradford  
 77 - Commonwealth Motor  
 78 - Copley Square  
 79 - Essex  
 80 - Fenway Motor  
 81 - Lenox  
 82 - Madison  
 83 - Midtown Motor  
 84 - Park Sq. Motor  
 85 - Parker House  
 86 - Ritz-Carlton  
 87 - St. George  
 88 - Sheraton-Boston  
 89 - Sheraton Plaza  
 90 - Somerset  
 91 - Statler Hilton  
 92 - Vendome



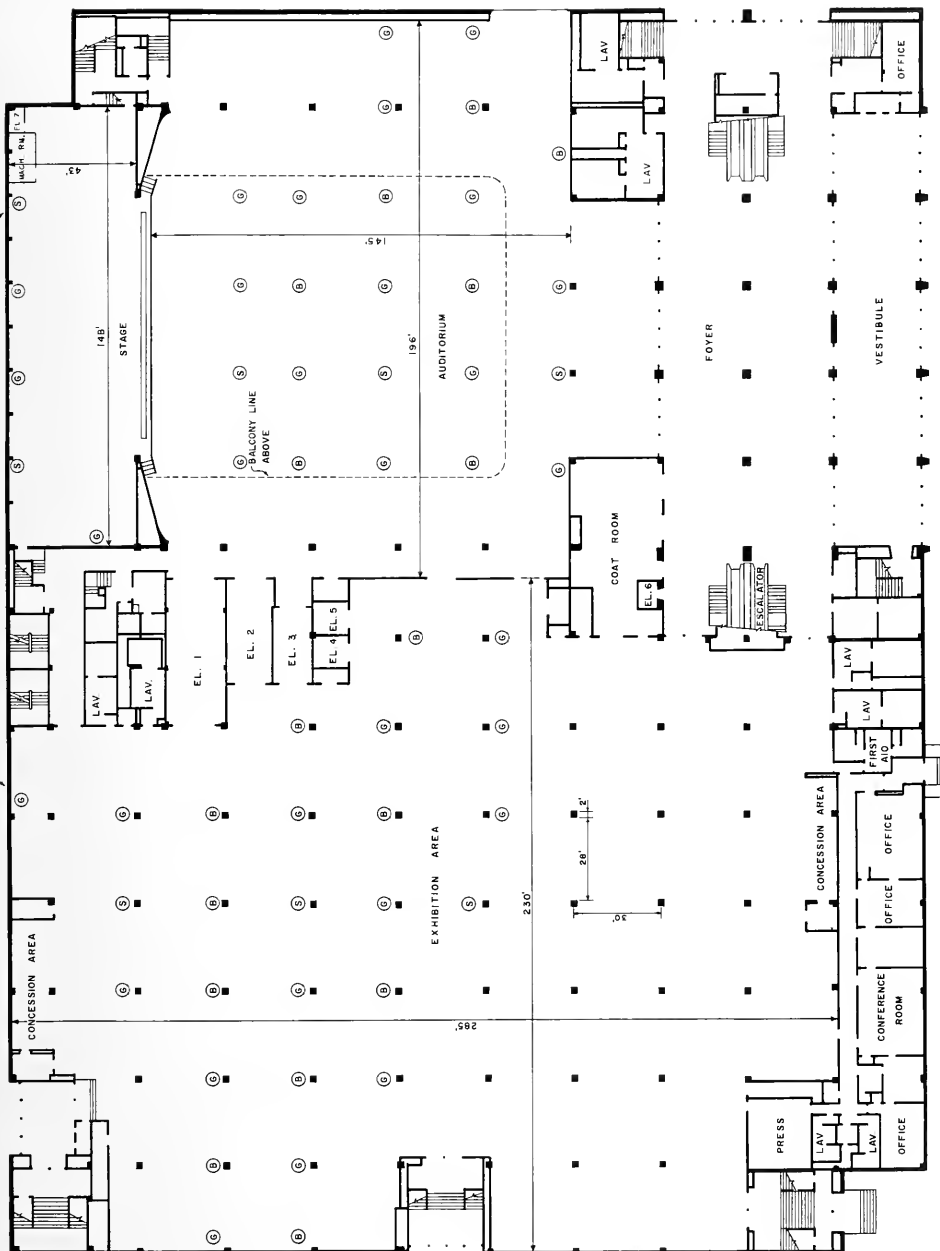
YOUR EXHIBITION OR CONVENTION  
MEETS HERE

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# THE AUDITORIUM AS AN EXHIBITION CENTER







**Overall dimensions: 426' x 315'**

Overall dimensions: 420' x 313'  
Exhibition and concession area: 230' x 285'

Ceiling height: 14' 3"

Stage: 148' x 42' — stage tower is 85' high

**Auditorium area:** 196' x 145' — ceiling height: 50'

Floor Box "S" 3-inch waste (1¼-inch steam-capped

1 foot box of 3-men waste (1/4 men steam capped gas)

1-inch cold water

3/4-inch compressed air

**Floor Box "G" 3-inch waste (1¼-inch gas)**

1-inch cold water

3/4-inch compressed air

**Floor Box "B" 3-inch waste**

1-inch cold water

3/4-inch compressed air

**Current characteristics:** 120V to 208V, 3-phase, 4-wire

Available as: 120V, single phase, 60 cycles

208V, single phase, 60 cycles

208V, 3-phase, 60 cycles

440V current can be supplied as a special instal-

lation,

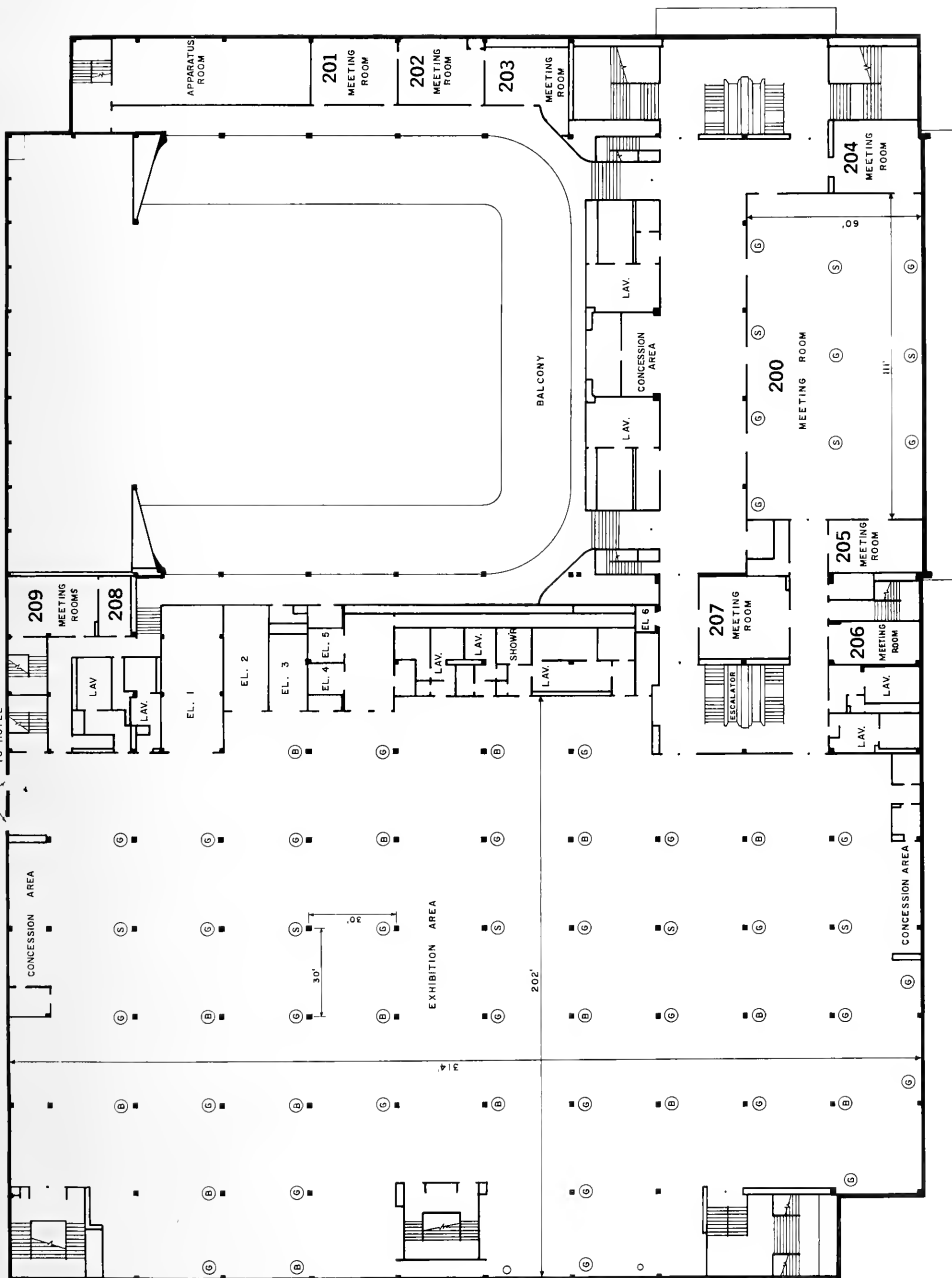
Telephone jacks are located at each column.

Electric current is available from overhead bus ducts.

FIRST FLOOR PLAN  
WAR MEMORIAL AUDITORIUM







Overall dimensions: 436' x 315'

Exhibition and concession area: 202' x 314'

Ceiling height: 14' 3"

Floor Box "S" 3-inch waste (1 1/4-inch steam-cupped gas)

1-inch cold water

Floor Box "G" 3-inch compressed air

1-inch cold water

3/4-inch compressed air

1-inch cold water

3/4-inch compressed air

Floor Box "B" 3-inch waste

1-inch cold water

3/4-inch compressed air

Current characteristics: 120V to 208V, 3-phase, 4-wire

Available as: 120V, single phase, 60 cycles

208V, single phase, 60 cycles

208V, 3-phase, 60 cycles

440V current can be supplied as a special installation.

Telephone jacks are located at each column.

Electric current is available from overhead bus ducts.

## SECOND FLOOR PLAN WAR MEMORIAL AUDITORIUM

# FACILITIES FOR EXHIBITORS

Exhibition space in the War Memorial Auditorium totals some 154,000 gross square feet. Carefully planned to display the exhibitors' shows, it is excellently lighted and air-conditioned, with such services for the exhibitor as special additional lighting, power, hot and cold water, drains, steam, air and gas. Columns are spaced 30 feet on centers each way, allowing exhibition booths 10 feet wide with a 10-foot aisle between the rows of booths. With floor load having been determined at 250 pounds per square foot, an exhibitor with a 10 x 10-foot area, for example, could

bring in a total load of 25,000 pounds. Trucks which are required to bring material into the Auditorium may enter the building through the Cambria Street basement truck entrance. There are three elevators which can raise the exhibition material to the first and second floors. One of these, probably the largest in the country, can accommodate a fully loaded tractor and trailer, up to 37½ tons; its platform is 48 feet long by 14' 8" wide. Another loading entrance on Dalton Street, on the first floor level, is 25 feet wide with a height of 14 feet, 3 inches.

Special truck levelers at the loading dock make unloading easy.

FAY PHOTO



Extra large doors on Dalton Street can receive extremely bulky displays.

Largest freight elevator is 48' long by 14' 8" wide.

FAY PHOTO





PHOTO

There is ample space in the basement unloading area for the largest trucks.



## FACILITIES FOR EXHIBITORS

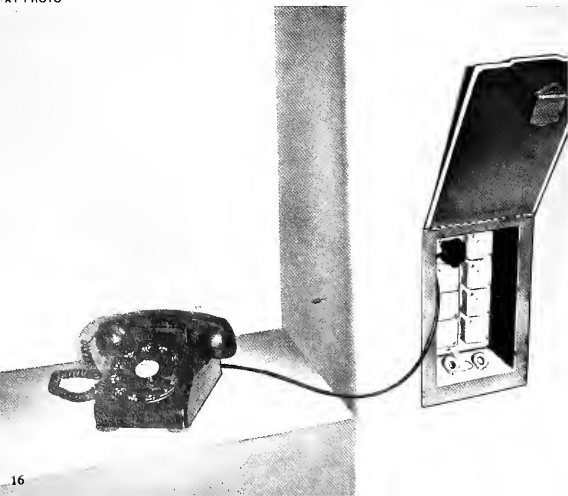
Trucks can unload exhibition material directly onto the first or second floor.



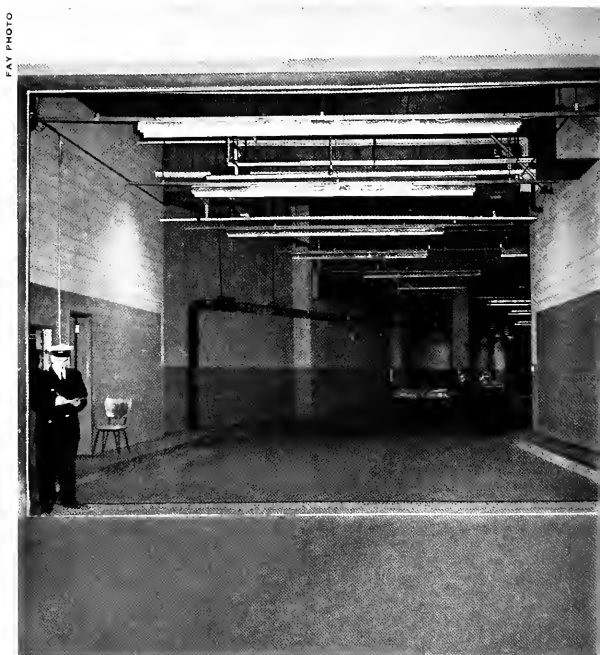
FAY PHOTO

Telephone jacks are located at each column.

FAY PHOTO



Basements truck entrance on Cambria Street has a clearance of 14' 3".



A fully loaded tractor and trailer can drive right onto the freight elevator.



FAY PHOTO

# THE AUDITORIUM AS A CONVENTION CENTER

PHOTO



Y PHOTO



FAY PHOTO





MAIN ASSEMBLY HALL — First Floor  
Seating capacity: 4000

FAY PHOTO



MAIN ASSEMBLY HALL — Balcony  
Seating capacity: 1826  
Total Assembly Hall capacity: 5826

FAY PHOTO



# CONVENTION FACILITIES

Conventioners have easy access to the War Memorial Auditorium. Its main entrance doors at 900 Boylston Street are 150 feet wide and lead into a large vestibule and spacious foyer. Wide doors lead directly into the Main Assembly Hall. A pair of escalators and stairways at either side of the foyer quickly take conventioners to the balcony of the Main Assembly Hall and the second floor meeting rooms and exhibition area. There is also direct access on the first floor to the Prudential Plaza, and on the second floor to an adjacent hotel. The checkroom in the first floor foyer is completely automated. Throughout the building are

a number of meeting rooms which accommodate conventions that normally break up into smaller groups. The smaller rooms will hold groups of from 25 to 50 people; other meeting rooms, from 100 to 200 comfortably. The largest meeting room on the second floor can seat up to 800 people. The Auditorium stage has been fully equipped to be able to handle all types of theatrical productions including opera. There is a specially designed orchestra pit capable of seating 100 musicians. A number of dressing rooms are available for theatrical personnel. Half of the first floor seats in the Main Assembly Hall can be arranged

Main foyer of the Auditorium.

FAY PHOT

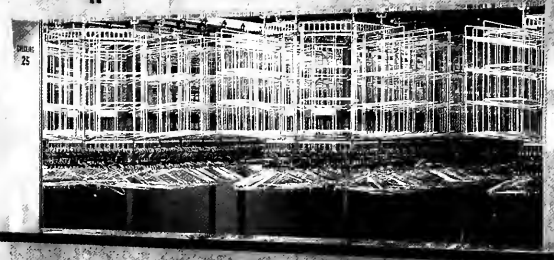
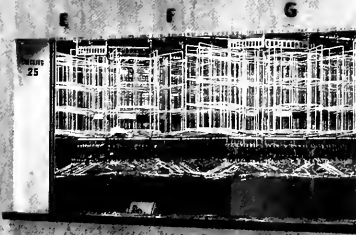


on risers, extending from a height of 7' at the rear of the hall and sloping to the center, in order to assure excellent sight lines to the stage. Acoustical panels on the ceiling — the panels near the stage being adjustable — provide proper balance of sound. The Auditorium is equipped with the most modern electronic sound systems. Numerous rest lounges are scattered throughout the Auditorium. Several concession areas are operated for the convenience of conventioners and visitors.

Completely automated checkroom on the main floor.

FAY PHOTO

# AUTOMATIC CHECKROOM



Four large escalators lead to the second floor balcony and meeting rooms.

Second floor foyer, leading to meeting rooms and lounges.



FAY PHOTO

LONG AYS

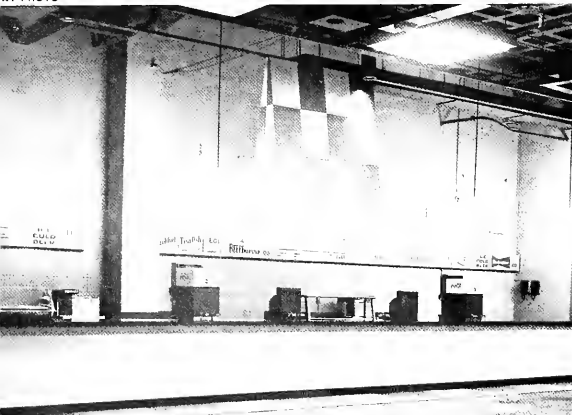
Half the first floor seats can be arranged on risers for excellent visibility.

FAY PHOTO



Concession areas throughout the building serve light snacks.

FAY PHOTO



Stage is 148 feet wide, with a proscenium of 88 feet by 42 feet deep.

FAY PHOTO



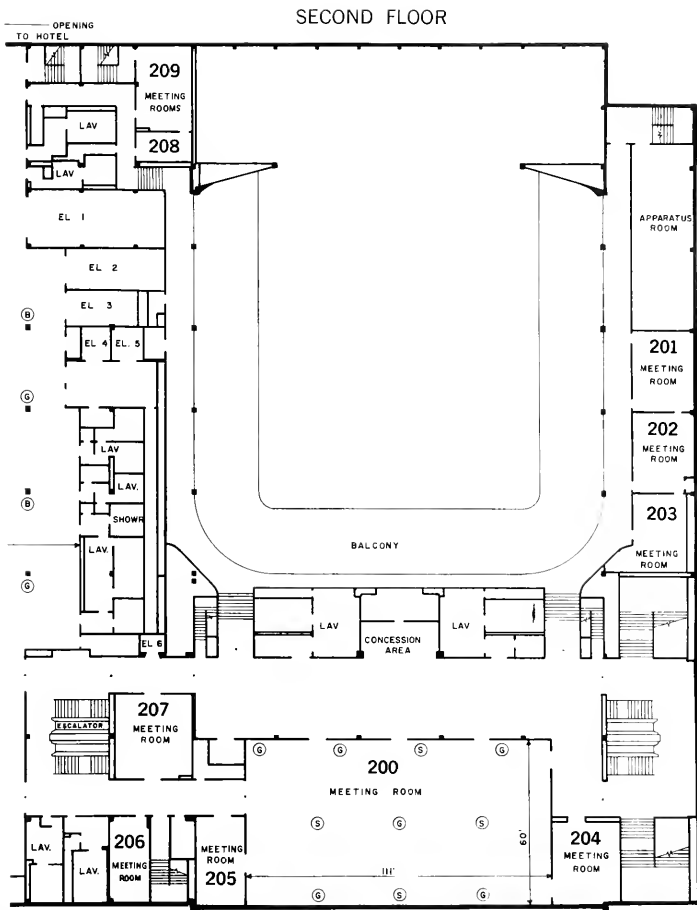


## PERMANENT MEETING ROOMS

All meeting rooms are completely air-conditioned and are easily adapted to any purpose. The seating capacities of the ten permanent meeting rooms on the second floor of the Auditorium vary from 25 to 800.

ROOM NUMBER	DIMENSIONS	AREA	SEATING CAPACITY*
200	60' x 111'	6660 sq. ft.	800
201	23' x 30'	690 sq. ft.	100
202	23' x 30'	690 sq. ft.	100
203	20' x 30'	600 sq. ft.	80
204	24' x 30'	720 sq. ft.	100
205	17' x 30'	510 sq. ft.	75
206	14' x 30'	420 sq. ft.	60
207	28' x 31'	868 sq. ft.	120
208	20' x 13'	260 sq. ft.	25
209	20' x 30'	600 sq. ft.	80

\*Depending on type of portable chair used.



Room #200 accommodates up to 800 people comfortably.

FAY PHOTO

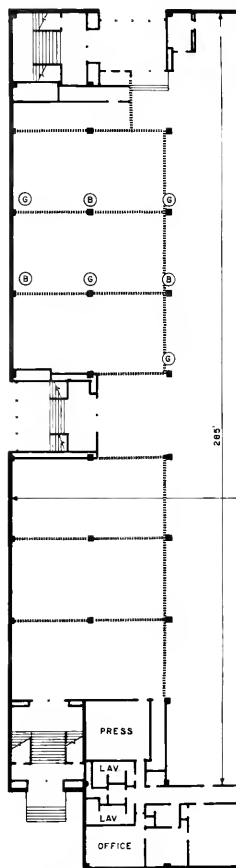


## MODULAR MEETING ROOMS

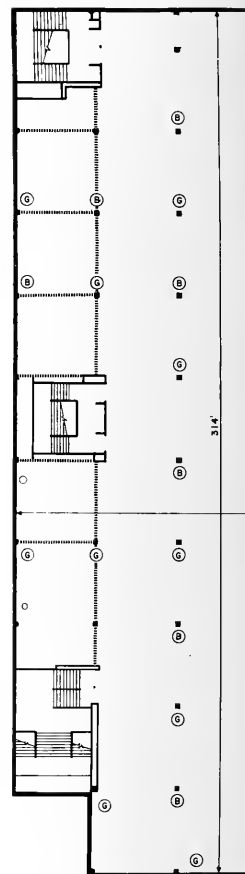
The temporary or made-up meeting rooms on the first and second floors of the Auditorium are separated from the exhibition areas by means of soundproof partitions. All rooms are air-conditioned. Up to three rooms may be combined to form one extra large meeting room.

	DIMENSIONS	AREA	SEATING CAPACITY
FIRST FLOOR			
6 Rooms	57' x 30'	1710 sq. ft.	225
1 Room (not shown)	40' x 50'	2000 sq. ft.	250
1 Room (not shown)	50' x 60'	3000 sq. ft.	375
SECOND FLOOR			
4 Rooms	28' x 30'	840 sq. ft.	125
1 Room	28' x 45'	1260 sq. ft.	170

FIRST FLOOR



SECOND FLOOR



Meeting rooms are separated from the exhibition area by soundproof partitions.



Modular meeting rooms will seat up to 375 people.





The Auditorium's Main Assembly Hall accommodates giant banquets. Approximately 300 tables will seat 3000 dinner guests without crowding.

## HISTORICAL SITES WITHIN EASY REACH OF THE WAR MEMORIAL AUDITORIUM

A visit to Boston is a must for every American, for without Boston there would have been no free American life. Home of the Freedom Trail, Boston has many historical sites all within easy reach of the War Memorial Auditorium.

To make your visit to legendary Boston a stimulating and memorable experience, it is suggested that you walk the Freedom Trail and examine the fifteen sites that played an important part in American history, together with many interesting places just off the Trail. Physically the Freedom Trail runs from the Common to the Old North Church. Historically, however, it runs from the Mayflower Compact and the Charter of 1628, past the spire where Paul Revere's lanterns hung at the approach of the British, through and beyond the great anti-slavery speeches of Garrison and Sumner at the Park Street Church. During this span of years, Boston has won much for freedom. As the focal point of the American Revolution, Boston was foremost in protesting the tyranny of the British Crown, from the vociferous meetings in Faneuil Hall, the "Cradle of Liberty," to the famous Boston Tea Party; from the public protests on Boston Common to the clash below the Old State House, the first bloodshed of the Revolution.

From the War Memorial Auditorium, it is but a short walk to the start of the Trail, Boston Common. Visitors, however, may prefer to travel by the MBTA — the Auditorium Station is across Boylston Street from the Auditorium — or sightseeing bus from various points in the City.



Paul Revere Mall.



Park Street Church.



Louisburg Square.



U.S. Frigate CONSTITUTION, "Old Ironsides"



## THE AUDITORIUM - IN BOSTON'S MAINSTREAM

This is the way Boston looks at night to a conventioneer at the top of the Prudential tower adjacent to the War Memorial Auditorium. Besides all its historical shrines, culture and industry, Boston has a warm, friendly approach and a healthy atmosphere for work, play and relaxation. Boston has many excellent hotels, motels and unusual restaurants with cuisines from the world over. As the country's largest fish-shipping port, Boston gets the best of the catch. Its famed seafood restaurants feature lobster, shellfish and deepwater delicacies to tempt the gourmet. Fine stores and specialty shops with international reputation are within easy walking distance of the Auditorium. Antique lovers and collectors, too, will delight in the many shops that specialize in this field. With a great variety of things to do and see, either by day or night, Boston is truly an ideal city for the visitor.



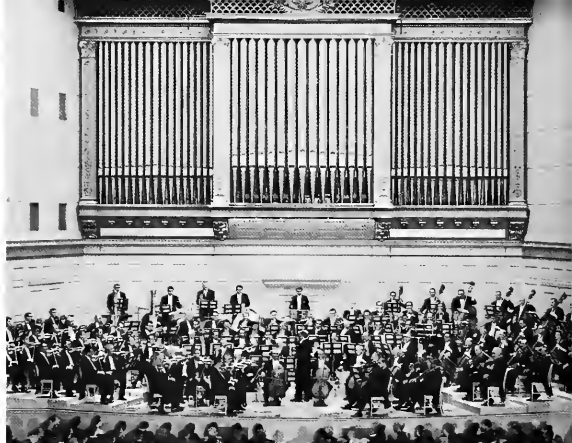




## BOSTON'S WORLDS OF EDUCATION AND THE ARTS

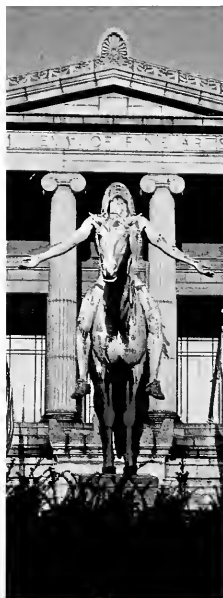
From the City's earliest days, education has been of deep concern to its citizens. The country's first public school was opened here in 1635. During the lifetimes of Benjamin Franklin and George Washington, Boston was already the country's leading education center. In the enthusiastic spirit of the New Boston, the public schools are totally committed to provide a quality education and a wealth of opportunity for every child. Its many institutions of higher learning are continually expanding. In its role as a world education leader and housing some of the finest colleges, universities and technical schools in the world, Boston is as much a city of tomorrow as it is a city of yesterday.

The air is filled with music as the renowned Boston Symphony Orchestra performs. Symphony Hall is also the scene of the festive Pops concerts, as well as concerts by the world's outstanding artists. Local colleges sponsor performances by great soloists, too. Boston is a tryout city for the legitimate theatre; and many road shows play here regularly. There are two theatres especially for children. Several theatres show the world's finest art films. Boston's excellent museums are constantly setting up rare, specialized collections from the world of art for the visitor. With festivals such as Winterfest, featuring ballet, opera, folk dancing and singing, crafts exhibitions, films and theatre in many forms, Boston offers continual excitement to the lover of the arts.



Boston Symphony Orchestra at Symphony Hall.

Boston Public Latin School



Museum of Fine Arts.



The Auditorium plays host to Winterfe





## BOSTON'S WORLDS OF SCIENCE AND MEDICINE

Once separate and distinct worlds, science and medicine in the New Boston have created a strong partnership, resulting in major medical advances. But the City's reputation as America's medical and research center was not recently established. For it was here that ether was first used as an anesthetic; here that Ben Franklin propounded his novel theory of the nature of electricity; and here that Alexander Graham Bell did his research leading to the invention of the telephone. It was here that Boston hospitals developed the famous "cardiac profile" to predict and prevent heart attacks; and here that electric shock was first used to restart a human heart. To develop further lifesaving devices and advance medicine's important role, electronics and medicine have worked closely together. It is Boston's superb scientific climate which is responsible for her being in the forefront of research and development. With outstanding scientific talent, with NASA now a Greater Boston citizen — and the area playing host to many highly specialized electronic, research and consultant firms — Boston's position at the top of the world of science and medicine is reinforced by this unique combination of elements. Indicative of this leadership is the fact that patients come from all quarters of the globe for clinical diagnosis, medical and surgical treatment.

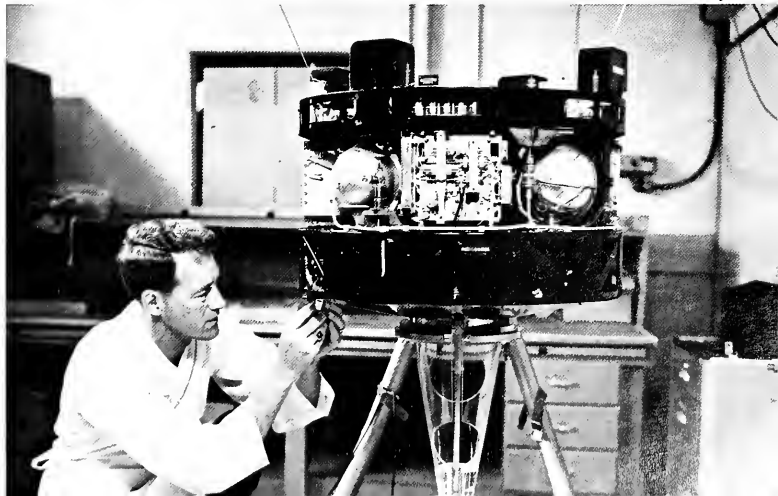


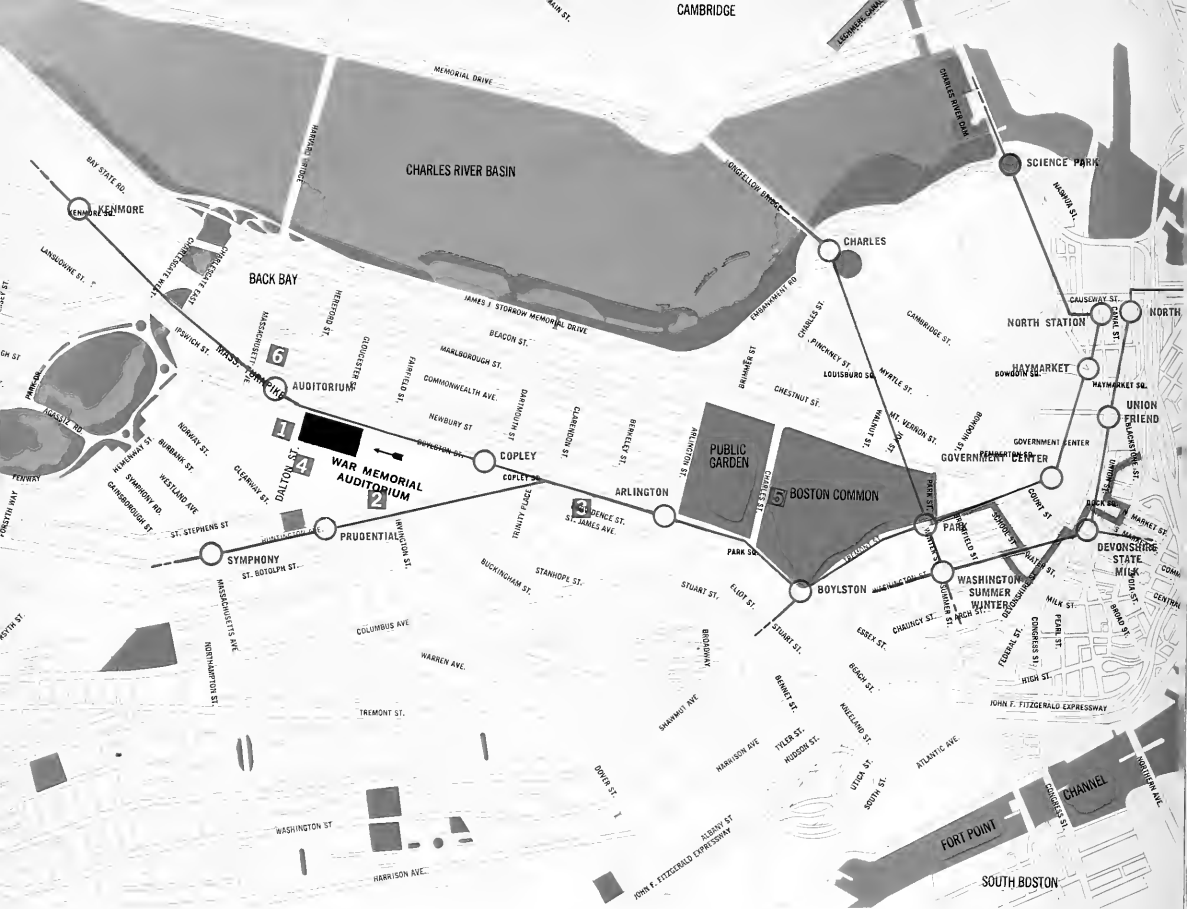
Museum of Science and Hayden Planetarium.



Boston hospitals . . . in the forefront of medical advance.

Boston's scientific climate nurtures research and development.





## TRANSPORTATION AND PARKING IN THE VICINITY OF THE AUDITORIUM

—○— MBTA SYSTEM    ■ PARKING

- 1 - Dalton St. Parking
- 2 - Prudential Underground Parking
- 3 - City of Boston Parking on Clarendon-Berkeley Sts.
- 4 - Sheraton-Boston Hotel Parking
- 5 - Boston Common Underground Garage
- 6 - Newbury St. Garage



**CITY OF BOSTON WAR MEMORIAL AUDITORIUM**

900 BOYLSTON STREET, BOSTON, MASSACHUSETTS 02115

AREA CODE 617 262-8000